

The Year in Review

2008 has been an active year for MSRA. The following are some of the professional initiatives introduced this year:

- **The MSRA Segmentation Study**, whose main aim is to update the current LSMS in order to enable the industry cope with the dynamic SSA market trends. This study is being spearheaded by Steve Greenland (AC Nielsen)
- **The MSRA Visual Research Study**, whose main aim is to enhance the understanding of the Society by classifying people visually. Steve Greenland is also spearheading this study
- **MSRA ID Cards**, whose introduction will not only generate awareness of MSRA, but will also promote a sense of quality and accountability in the industry. Implementation of these cards by member agencies is underway. The introduction of these cards was spearheaded by Jane Delorie (Research Solutions).

We have also been keen to involve the individual membership through a variety of activities:

- **Bi-Monthly Celebrity Talks** - where participants have been getting the chance to bond and learn from luminaries in the industry
- **Bi-Monthly Newsletters** - which have been keeping members abreast on industry matters
- **Training Workshops** - where we recently invited an internationally renowned trainer, Mike Roe to share his knowledge and experiences with us in April
- **MSRA Social Fun Events** - researchers across the industry got to bond and unwind in November when MSRA held a bowling competition at the Village Market. Winners of the competition were handsomely rewarded. Proceeds from this event went to charity.



MSRA 2008 Survey Highlights

During the month of November, MSRA conducted a survey amongst members and non members. The survey's main objective was to establish the perceptions that researchers had toward MSRA and its activities. A total of 77 researchers participated in the survey and out this 65 were non-members and 12 were members. The respondents were drawn from 6 research companies' i.e. AC Nielsen, SBO research, Steadman-Synovate, Research International, RMS and Research Solutions.

Diversity is MSRA key strength

The survey established that MSRA strengths lie in its diverse membership and the ability of the association to bring these members together. Researchers appreciate this unique platform where staff from various research companies can meet regularly.

MSRA activities: high ratings

Those who have participated in MSRA activities rated them very positively. The activity with the highest rating amongst members and non-members are the "MSRA Celebrity Talks" - and this rating is probably an indication of the value they obtained from the insightful presentations. However, the challenge at hand for MSRA is to raise the awareness of these events as lack of information (i.e. timing, venue, speakers etc) on these events is a barrier to attendance.

Meeting researchers' expectations: below average performance

Both members and non members expect MSRA to provide opportunities to interact with other research professionals, and the chance to participate in activities/training that will increase their knowledge of research while raising their profile of the market research profession. Only about 40% of those interviewed felt that MSRA has exceeded their expectations in this regard. To become more relevant, MSRA will need to ensure it puts in place strategies to address these expectations.

Strategies to increase membership

A significant number of researchers were of the opinion that the annual membership fee of Kshs 5,000 is expensive. The researchers suggest that MSRA organise more activities so that members feel they are getting value for money. It is suggested that MSRA creates more awareness of activities & benefits. In addition, Current MSRA members would like to be involved more in planning and organising the associations' activities.

Researchers looking forward to the MSRA Annual Convention in 2009!

Over two-thirds of the researchers interviewed are very likely/likely to attend the MSRA annual convention scheduled for 2009. The convention theme is "Unmasking the African Consumer" and will provide an opportunity for researchers and clients to show case unique studies they have conducted in Africa.

QUARTER 1 - 2009

JANUARY/FEBRUARY/MARCH

CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

EVENT **INTRODUCTION TO RESEARCH**

MRSA BASIC TRAINING COURSE

VENUE **NAIROBI**

TIMING **6/7 FEBRUARY 2009**

EVENT **UNMASKING THE AFRICAN CONSUMER**

MRSA ANNUAL CONFERENCE

VENUE **NAIROBI**

TIMING **27 FEBRUARY 2009**



As the old adage goes, "all work and no play makes Jack a dull boy". Against this background MSRA introduced bowling as a fun activity for members. Apart from having a good time, the event doubled up as a charity fundraiser in support of "The Peace Village Children's Home". Initially the event was slotted for November 6th but it had to be postponed to 13th November when the earlier date was declared a public holiday to celebrate Obama's victory.

BOWLED OVER

POSITION	TEAM	AVERAGE SCORE
1	SBO Research Ltd	90.1
2	Steadman-Synovate- (1)	89.4
3	Steadman- Synovate-(2)	80.9
4	Research Solutions Ltd	80.1
5	Research International EA	75.8
6	RMS	71.8
7	Nielsen EA Ltd	62.2

The bowling event was held at Superbowl, Village Market. Seven teams representing six of the seven member companies were ready to bowl at dusk. After changing into bowling shoes a practice game allowed teams to sharpen their bowling skills while taking risks with innovative moves. The mood was upbeat by the time the competitive games started. The Superbowl was a beehive of activity as each team cheered their teammates in all ways. Most teams registered better scores for the 2nd game than the 1st with some teams sporting members with military precision while others appeared to be learning fast on the lanes. While the competitive spirit was high, members also had a chance to interact with their industry peers comparing notes on various issues over a drink.

With the competition over everyone still looked happy regardless of how they performed. It was now time to compare the teams and individual scores. The SBO Research Team emerged the winners of the 2008 Bowling League Cup with an average of 90.1 scores while the Steadman-Synovate Team 1 closely followed winning the Runners-up Cup (89.4 average score). The best individual player overall (from Steadman-Synovate) won a free round of Bowling at the Superbowl.

YOUNG PEOPLE REVEALED

18-24 Year Olds Worry More about money than they do love & romance,

The findings of a Syndicated Youth Research conducted by Synovate showed that: 18-24 year olds are more pragmatic than we give them credit for. Where money is concerned, more than half of the 12,000 young people surveyed expressed their concern to some extent about their economic situation, with 24% worrying about it a lot. 87% revealed that money was an important if not very important factor for them, outweighing love & romance.

Over 60% desire to be married & have children

Young people actually do want to get married and have children. 67% of the young people surveyed mentioned that they would like to get married between the ages 18-30. 6% stated that they are already married. More than half (56%) mentioned that they would like to have a child between the ages 18-30. 5% mentioned that they already have a child.

Friendship - very important

Young people were also asked to rate what activities they would most like to immerse themselves in. From that, 35% of all the young people survey rated spending time with their boyfriend/girlfriend as top interest, followed by meeting friends in person (32%). Spending time with family, interesting enough, came in third place together with listening to music (both at 20%) and reading books came in fourth (14%).

Booze and cigarettes not that popular

Some unexpectedly interesting facts surfaced as a result of those questions. For instance 21% said they had never consumed alcohol in a bar, pub or restaurant, 23% said they had never purchased alcohol from a retail outlet, 30% stated they only drank to be sociable, 33% drank only when there was a reason so celebrate. 49% actually believed that alcohol is a major health risk and only 9% got drunk at least once a week.

Majority of young people believe, for whatever reasons, that smoking is not good. For instance 57% of the total surveyed mentioned they have never smoked in their life while 12% mentioned that they did smoke in the past but not anymore. 62% actually felt that smoking was not cool. Only 31% said that they did smoke everyday, some days or socially.

Methodology

The Synovate - Young People Revealed survey interviewed 12,000 respondents between the ages 18-24, across 26

Chair

David Somers (RI)

Secretary

Steve Greenland (NEAL)

Treasurer

Boniface Ngahu (SBO)

MSRA - CHANGE OF GUARD - 2009

We held our AGM on the 20th of November 2008 where new office bearers were elected under the Rotational System of Governance adopted during the last AGM (where corporate members progress from being member to Treasurer to Secretary to Chair and join at the bottom of the list to become Treasurer and so on after serving in the position of Chair).

With effect from 1 January 2009, the new office bearers will be as shown on the left. Please join us in congratulating our new Office Bearers and wishing them every success in growing MSRA into a strong and effective representative body for our industry.

If you would like to comment on the contents of this newsletter or contribute an article, please contact:
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